

## CLAIMS

We claim:

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1. A method for a marketing service to generate and manage sales and marketing information for service members comprising:

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(a) obtaining personal information of a guest;

(b) tracking the viewing activity of the guest considering an offer for goods and/or services;

(c) creating a neuro dynamic profile particular to each guest;

(d) combining the personal information, viewing activity and neuro dynamic profile to form a contact report;

(e) storing the contact report under a contact management program file;

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(f) moving the contact information between service members; and

(g) using the contact information by the service members.

2. A method as claimed in claim 1 where said neuro dynamic profile is characterized by personality type, communication style, motivation strategy and decision strategy.

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3. A method as claimed in claim 1 where said storing comprises storing said viewing activity and said neuro dynamic profile as a guest file under the Contact Manager governed by the marketing service.

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4. A method as claimed in claim 1 where said moving the information comprises data management provided by the Teamwork Communication System governed by the marketing service.

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5. A method as claimed in claim 1 where said using the information by the service members comprises evaluation of the contact report by the team members to form a guest response that is psychologically effective to encourage guest activity or sales.

6. A method for a marketing network service to generate and manage sales and marketing information for service members comprising:

- (a) subscribing to a marketing network service to be a new member  
communicatively linked to the recruiting up-line team member(s);
- (b) training the new member through the marketing service where the training  
progress is tracked by the up-line team member(s);
- (c) bringing business to a Web site presenting goods and/or services on the  
marketing network service computing platform;
- (d) obtaining the Web site browser personal information;
- (e) capturing the Web site user experience;
- (f) detecting the departure of the Web site user from the Web site;
- (g) generating a contact report;
- (h) notifying the new member of a business contact by receiving a contact report;
- (i) accessing a data managing program to retrieve or input data;
- (j) monitoring the contact report and activity of the new member; and
- (k) using the information by the service members.

7. A method as claimed in claim 6 where said bringing business comprises inviting  
traffic based on purchased leads given or sold to said marketing network service and  
inviting traffic through promotion of the Web site through, newspapers, flyers, Web  
advertisements and Web links.

8. A method as claimed in claim 6 where said obtaining comprises the Web site browser  
signing a guest book with personal information.

9. A method as claimed in claim 8 where said personal information comprises the Web  
site user's name, e-mail address, correspondence address and telephone number.

10. A method as claimed in claim 6 where said Web site user experience comprises the  
length of time the user visited the site, what site pages were viewed and the length of time

each page was viewed.

11. A method as claimed in claim 6 where said generating a contact report comprises a neuro dynamic profile and identified interests of the Web site user.

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12. A method as claimed in claim 11 where said neuro dynamic profile and said interests are derived from said personal information and said Web site user experience.

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13. A method as claimed in claim 11 where said neuro dynamic profile is characterized by personality type, communication style, motivation strategy and decision strategy.

14. A method as claimed in claim 6 where said notifying is characterized by communication through e-mail, posted mail and telephone.

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15. A method as claimed in claim 6 where said monitoring further comprises monitoring by the up-line team member(s) to determine the activity status of the down-line member, motivate the down-line member and to determine to collaborate with the down-line member regarding a contact report.

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16. A method as claimed in claim 6 where said using the information by the service members comprises evaluation of the contact report by the team members to form a guest response that is psychologically effective to encourage sales.

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17. A method as claimed in claim 6 where said using further comprises providing information to the Web site user, transacting a sale of goods and/ or services with the Web site user and accepting subscription of the Web site user to the marketing network service.

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18. A method as claimed in claim 6 where said communicatively linked and said monitoring and said tracked comprises a flow of business information between the down-line member and the appropriate up-line team member(s) is facilitated by the Teamwork

Communication System.

19. A method as claimed in claim 6 where said data management program is the Contact Manager program governed by the marketing network service.

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